

## **Big Bazaar Durgapur Celebrates its Fourth Birthday with Special Offers**

- Buy 5 kg Tilda long grain Basmati rice for Rs. 440/- and get 1 free + 5 kg sugar free
- 1.5 ton Window Ac for Rs. 13,999/-
- LG 22 LCD for Rs. 15,990/-
- Branded frost free refrigerator for Rs. 8,990/-
- Nature Pure Refined Oil ( 1 Ltr.) - Buy 1 for Rs. 55/- and 2 for Rs. 99/-

**Durgapur, May 15, 2009:** Big Bazaar, India's largest hyper-market chain, part of the Future Group, has announced a bonanza of great offers for consumers, on the occasion of **Big Bazaar, Durgapur's 'fourth birthday celebrations'**.

As part of the celebrations, Big Bazaar will offer a number of attractive discounts and special celebrations offers across various categories like electronics, food, furniture and more for shoppers between **May 16 - 24, 2009**.

### **Some of the special celebration offers are:**

- Buy 5 kg Tilda long grain Basmati rice for Rs. 440 /- and get 1 free + 5 kg sugar free
- Nature Pure Refined Oil ( 1 Ltr.) - Buy 1 for Rs. 55/- and 2 for Rs. 99/-
- 1.5 ton Window Ac for Rs. 13,999/-
- LG 22 LCD for Rs. 15,990 /-
- Proton Bed for Rs. 3,799 /- (MRP 7,000/-)
- Branded frost free refrigerator for Rs. 8,990 /-
- Chopstick Dining Table for Rs. 4,999/- (MRP – 7,600 /-)
- Impiana Bedroom Set for Rs. 29,999 /- (MRP – 43,000/-)

Speaking on this occasion, **Sandeep Marwaha, Head – Operations, East Zone, (Pantaloons Retail (India) Ltd.** Said, "We are happy to announce that Big Bazaar has successfully completed fourth year of operations in Durgapur, and has evoked a positive response from the residents of the city. On this joyous occasion, Big Bazaar has announced a series of special offers for our customers, as a gesture of gratitude for their support and faith in us. These offers will give customers an opportunity to avail of the best offers as well as save more on their purchase."

The Big Bazaar store located at Dreamplex, City Centre, Durgapur – 713 216, West Bengal.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 114 stores across the country. With its motto of 'Is se sasta aur accha kahin nahin', Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, makes the format unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

**For further information please contact**

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